



rEV<sup>®</sup>

THE ELECTRIFYING EDUCATION EXPERIENCE

# About NEF

- 501(c)(3) nonprofit
- Founded in 1976
- 66 programs in 50 states
  - Energy Efficiency
  - Safety
  - Materials Distribution
  - EV Education
- Mission to promote and cultivate energy literacy



# Why an EV education program?

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- 71% of US drivers say they would consider buying an EV in the future, but only 30% report knowing much about EVs (Consumers Reports)
  - Range anxiety, charging availability, and price are the top barriers to purchase
- 62% of parents say their children “actively participate” in the car buying process (JD Power & Nickelodeon)
- NEF designed rEV to educate and influence households through its proven school-to-home approach





A man with curly hair and glasses is sitting on the side of a car. He is wearing a dark jacket over a light blue shirt. The background is an industrial area with a large building and a clear sky.

# What is **rEV**?

## Secondary School Program

Designed by Former educators  
Correlated to learning standards  
Delivered virtually  
Tailored to Electric Utilities

## rEV Interactive Experience

A multimedia educational  
experience for students,  
teachers and families  
showcasing the many benefits of  
driving electric

# Curriculum & Content Themes

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## Technology

Comparison with ICE

EV main components and function

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## Charging

Types, Infrastructure investments

Local availability

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## Driving Experience

Range anxiety

EV performance, reliability and safety

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## Economics

Price range, reduced operating & maintenance costs, utility and government EV incentive availability

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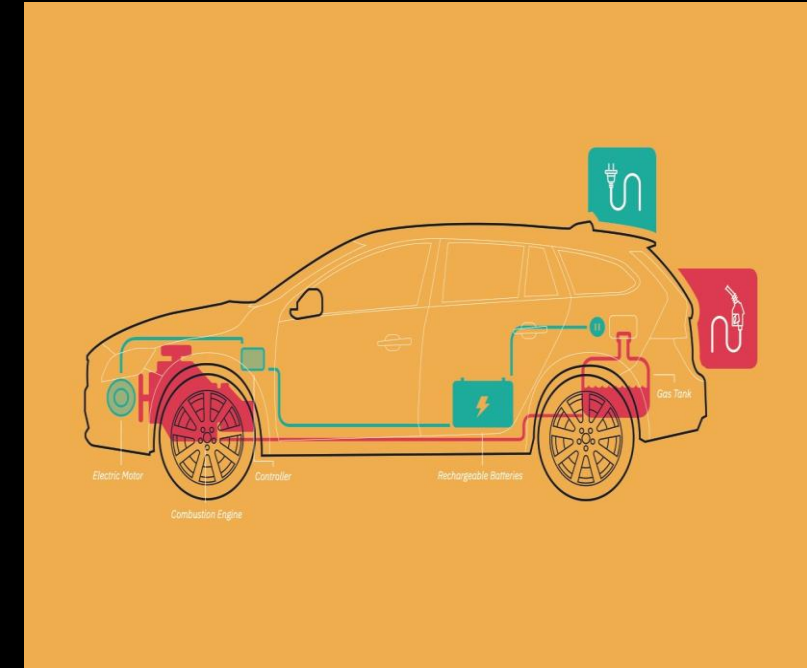
## Environment

EV efficiency, emissions, electrical generation

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## Grid

Battery storage, electricity demand, time of use rates



# What is **rEV**?

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## Custom-Branded Website

Activities for students and families

Educational resources for teachers

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## rEV Share Form

Opportunity for customers to share their knowledge and opinions on EVs

Valuable data points to guide aid marketing efforts

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## Student Take-Home Poster

Highlights key learning objectives

Also receive a customized string backpack

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## rEV Challenge

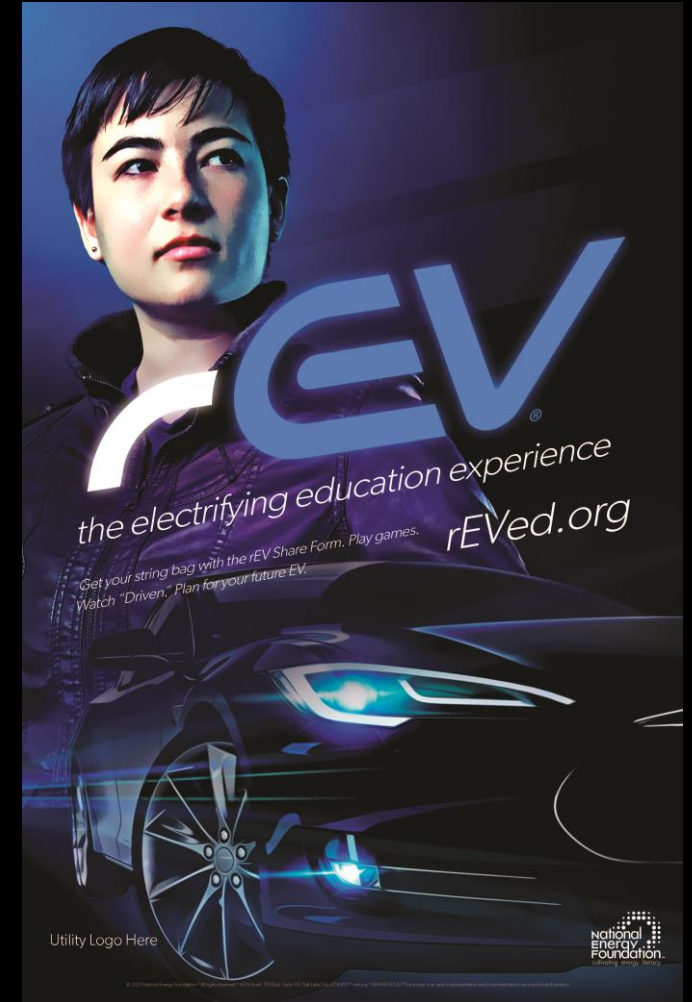
Provides students the opportunity to create a short video to influence their peers about the benefits of EVs

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## Utility Program Promotion

Website and presentation

Utility EV program handout (provided by utility sponsor)



# How is **rEV** delivered?

- Enrollment
  - Teacher recruitment & scheduling
  - Income eligible/equity focus
- Delivery
  - Both virtual delivery and live presentations
- Administer rEV Challenge
- Data Collection
  - rEV Share Form
- Reporting
  - Schools reached, # of students & teachers, % reach income eligible, rEV Share Form analysis, Teacher Evaluation



# ***2021 Electrify America STEM Program***

- 500 schools reached
- 612 teachers
- 40,000 students
- 49 States
- 36.6% low/moderate income reach





# 2022 Program Pricing & Features

- Electric school bus module
- Workforce Development
- Utility branding on digital content
- Student take-home materials
- Custom-branded string bag
- Content revisions rEV Share Form survey



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